

**RHETORICAL DEVICES IN KOFI ANNAN'S SPEECHES**

**THESIS**



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# ABSTRACT

Anisa Nurlintha, Z. (2020). *Rhetorical Devices in Kofi Annan's Speeches*. English Department, UIN Sunan Ampel Surabaya. Advisor: Kenia Alit Saptiti, S.S., M.Hum.

**Keywords:** Discourse Analysis, Rhetorical Devices, Kofi Annan.

This thesis has the main objective of researching and understanding how various kinds of rhetorical devices are expressed in Kofi Annan's speeches. Also, this study aims to find the rhetoric used through words and phrases, various types of evidence, and the most dominant style of language in the speeches. This links with the implementation of the persuasion technique used by the speaker through his various themes of speeches like mediation and crisis resolution, promoting youth leadership, and many other various themes. Therefore the purpose of this study is focused on answering questions of how the use of rhetorical devices expressed through the appealing of emotive terms are reflected in Kofi Annan's speeches; How the divisions of rhetoric inventions are found in Kofi Annan's speeches; and what terms by type category of allusion, citation, and authority that are found in Kofi Annan's speeches.

This research uses the descriptive qualitative method. The descriptive qualitative method is used to analyze the characteristic of the rhetorical devices that are presented in the speeches. The data in the form of speech transcriptions were collected from Kofi Annan's Foundation Official Website and Nobel-Prize Official Website. The analysis was carried out in-depth by describing the character of the persuasion techniques that are found. After the characteristic of rhetorical devices occurred in speeches are analyzed, the findings from the investigation of the data analysis are then counted to see different numbers of rhetorical devices that are found in Kofi Annan's speeches.

The data shows the form of emotive terms expressed through the use of positive and negative connotations in the selected words and phrases. Also, the rhetoric invention form is divided into two divisions, namely artificial proof, and inartificial proof. The artificial proof is expressed by the speaker through the involvement of laws, contracts, a fact of testimony, and numbers of statistics. Moreover, the expression of ethos, pathos, logos illustrates the form of rhetoric invention inartificial proof that appears in Kofi Annan's speeches. Then the use of language figures such as analogy, anamnesis, antinomy, apodixis, chreia, epicrisis, parable, fable, martyria, and simile represents the form of rhetoric terms by type of category of allusion, citation, and authority expressed by Annan in his speech. From the overall use of various rhetorical devices, the researcher concludes that the use of laudatory, a fact testimony, logos, and history taking is the most persuasive form implemented by the speaker in his speech.

## ABSTRAK

Anisa Nurlintha, Z. (2020). *Bentuk Persuasi pada Pidato Kofi Annan*. English Department, UIN Sunan Ampel Surabaya. Dosen Pembimbing: Kenia Alit Saptiti, S.S., M.Hum.

**Kata kunci:** Analisis Wacana, Perangkat Retorik, Kofi Annan.

Skripsi ini memiliki tujuan utama untuk meneliti dan memahami tentang bagaimana berbagai jenis bentuk persuasi diekspresikan dalam pidato Kofi Annan. Selain itu, penelitian ini bertujuan untuk menemukan penggunaan emotif melalui kata-kata dan frasa, berbagai jenis bukti, serta gaya bahasa yang paling sering ditemukan dalam pidato tersebut. Hal ini berkaitan dengan penerapan teknik persuasi yang digunakan oleh pembicara melalui pidatonya dari berbagai tema seperti mediasi dan resolusi krisis, mempromosikan kepemimpinan pemuda, dan tema acak lainnya. Karena itu tujuan dari penelitian ini sekaligus difokuskan untuk menjawab pertanyaan seperti bagaimana penggunaan istilah emotif tercermin dalam pidato Kofi Annan; Bagaimana pembagian divisi penemuan retorika ditemukan dalam pidato Kofi Annan; dan apa saja istilah-istilah menurut jenis kategori kiasan, kutipan dan otoritas yang ditemukan dalam pidato-pidato Kofi Annan.

Penelitian ini menggunakan metode deskriptif kualitatif. Metode kualitatif digunakan untuk menganalisis karakteristik penggunaan berbagai perangkat retorik yang ditemukan dalam pidato Kofi Annan secara deskriptif dan mendalam. Data dalam bentuk transkripsi ucapan dikumpulkan dari Situs Resmi Yayasan Kofi Annan, dan Situs Web Resmi Nobe-Prize. Temuan dari investigasi analisis data kemudian dianalisis secara descriptive dan dikelompokkan untuk mengetahui hasil keseluruhan dari jumlah perangkat retorik yang ditemukan dalam pidato Kofi Annan tersebut.

Data menunjukkan bentuk istilah emotif yang diekspresikan melalui penggunaan konotasi positif dan negatif dalam kata dan frasa yang dipilih. Selain itu, bentuk penemuan retorika dibagi menjadi dua divisi, yaitu bukti buatan dan bukti alami. Bukti buatan diungkapkan oleh pembicara melalui keterlibatan hukum, kontrak, fakta kesaksian, dan jumlah statistik. Selain itu, ekspresi etos, patos, dan logos menggambarkan bentuk penemuan retorik dalam kategori bukti alami yang muncul dalam pidato Kofi Annan. Lalu penggunaan gaya bahasa seperti analogi, anamnesis, antinomi, apodixis, chreia, epikrisis, parable, fable, martirria, dan simile mewakili bentuk istilah retorik berdasarkan jenis kategori kiasan, kutipan dan otoritas yang diungkapkan oleh Annan dalam pidatonya. Dari keseluruhan penggunaan berbagai alat retorik, peneliti menyimpulkan bahwa penggunaan konotasi positif, kesaksian fakta, logo, dan anamnesis sebagai bentuk persuasif yang paling banyak diterapkan oleh pembicara dalam pidatonya.



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brought by the speaker's personality through the spoken way to make the hearer or the audience think he is believable or conceivable. Speech according to Merriam-Webster dictionary is a spoken expression of ideas and opinions that is made by someone who is speaking in front of a group of people. People communicate their ideas, and to make the audience not only understand but also to believe that rhetoric is needed in the communication. To understand the purpose of the speech, a discourse analysis of rhetorical devices that were used in the speech is required.

As a demonstration of the title, this study is a discourse analysis study in investigating the rhetorical devices that are used in Kofi Annan's speeches. There have been several researchers who were interested in using speech as the subject of the study. Sinaga (2018, p.14) analyzes the ideology that was shown in the speeches by clauses that address the transitivity, interpersonal, and textual metafunctions. She pays attention to the details of the verb-process performed and addressed by certain actors in the transitivity clauses to find out what ideology of women reflected in the speeches of Malala Yousafzai, and how the linguistic elements in speeches of Malala Yousafzai portrayed the ideology. Georgina and Handeland (2014, p.753) in their research use the speech as their subject of study, which demonstrates a multimodal evaluation of an academic speech performed by Malala Yousafzai at Sanders Theater, Harvard University, on September 27<sup>th</sup>, 2013. An evaluation of how non-linguistic resources such as paralanguage and kinetics are applied as complementary instruments in spoken discourse is revealed in their research. Al-Faki,

(2014, p.180) used the political speeches of some African Leaders to analyzed in his research. He investigated linguistic components in political discourse and political speeches in particular specifically of some contemporary African pioneers. The point of his examination is not only to break down the linguistic components through the syntactic representation of actor, action, event, and announcement, the use of rhetoric, metaphors, pronouns, and parallelism that occurred in the speech, yet to his commitment to the field of critical discourse analysis and sub-field of political discourse.

The previous related study by Llie (2006, p.576), discussed the rhetoric invention through the five canons or stages of rhetoric. The discussion of the rhetoric invention explained ways to present information and to identify arguments by the involvement of distinctive means of persuasion and non-artistic persuasion. Therefore in the analysis of rhetoric invention, the researcher also decides to discuss the involvement of persuasion through the use of artificial and inartificial proof as well. The discussion of the involvement of rhetoric invention was used by the researcher to analyze the content of Kofi Annan's speeches.

From all of the identification of previous related studies that have the same interest subject of study, we can conclude that speech has been analyzed by researchers using different and various focus of study. Apart from the different speeches, the propositions and the focus of the study that were used are also different. The investigation of linguistic elements becomes the focus of study in Sinaga, Al-

In recent years the analysis of rhetorical devices seems to be the interest of study for some researchers. This is shown through the findings of some journal articles that investigate the same topic of rhetorical devices. The research made by Tapinga, Juniardia, and Utomo, (2017, p.225), analyzes rhetorical devices that are used in Hillary Clinton speech by focusing on the appearances of repetition of terminal syllables, repetition of words, the association of opposite and contrastive ideas, the association of gerund phrases, the decoration of conjunctions, and the decoration of quoting wisdom. The second research by Fengjie, et al. (2016, p.141) analyzed Obama's public speeches by focusing on the use of phonological rhetorics, lexical rhetorics, and synthetical rhetorics that occur in Obama's public speeches. Another research of "A Rhetorical Analysis of Newspaper Articles" by Lyons, McGee, and Patano analyzed the rhetorical devices that occur in the newspaper articles by looking

at the use of *ethos*, *logos*, and *pathos* that are coined by Aristotle. Stoilova & Stankovic, (2010, p.23-24) broke down the use of figurativeness in speeches of presidential competitors along with the presidential campaign in Croatia in 2009-2010. They investigated how the use of rhetorical devices of Tropes in speeches affected the race results and the number of votes of every contestant. The rhetorical tropes that are investigated are separated into Burke's arrangement which is metaphor, metonymy, synecdoche, and irony. In their exploration, the result demonstrates that metaphor is exceptionally utilized by both presidential candidates with 78 % numbers of metaphor, 7 % numbers of synecdoche, and 15 % numbers of metonymy. However, although the rhetoric is not a strange topic for researchers to discuss, the different focus of analysis on analyzing rhetorical devices is considered by the researcher as the gap to find a different alternative of rhetorical devices analysis.

Of all the explanations of previous related studies that have the same interest in the topic, the researcher finds that rhetoric elements have been previously discussed contrastive opposite ideas, the use of gerund phrases, conjunctions, the representation of ethos-pathos-logos, as well as the use of rhetorical devices tropes. Therefore, by this study, the researcher proposes to take this area as an undertaking to follow Richard A. Lanham's proposition to investigate some other parts of the areas of the rhetorical devices that provide a different alternative to be analyzed.



Lanham's proposition is a proposition of rhetoric that provides many listed rhetorical terms with an alphabetical listing. The proposition that is provided presents the terms by type category as the revision of identified unknown rhetorical terms. The identification of rhetorical terms is presented in an easier and accessible way to understand. It helps the researcher as a scholar to understand and analyze the rhetorical terms for this study.

Kofi Annan's speeches have become an attraction for the researcher to analyze. The difficulty in finding previous related studies that use Kofi Annan's speeches has become the reason for the researcher to contribute herself to analyzing the rhetorical devices in Kofi Annan's speeches. Kofi Annan is one of the world's famous figures. He was known as a diplomat and also as the seventh Secretary-General of the United Nations. His contribution to the world through his dedication as the seventh Secretary-General of the United Nations was reflected through his 30 years record as an international civil servant. Kofi Annan and The United Nation were also awarded the Nobel Peace Prize in 2001 for their dedication in helping to create a better and organized more peaceful world. The Nobel Peace Prize was being awarded through someone's record or contribution to humanitarian work, and the peace movement. His records in formulating important goals for the millennium to provide specific targets for governments are also considered by the researcher to be the reason why the researcher is interested in choosing Kofi Annan's speech to be analyzed.

However, several speeches of world-famous figures have also become an interest for some researchers to analyze. Some previous related studies which also analyze the discourse of diplomat figures are Guerra (2012, p.97). The rhetorical devices are investigated through the use of vocabulary, grammar, cohesion, and test of positive and negative words that occur in the speech. He picked Obama's oral speech that was presented in Ghana as his subject to analyze. Another previous related study that also analyzes the world-famous figure's speech is created by Sipra & Rashid (2013). They use Martin Luther King's speech as the subject of his study to analyze to find out the use of textual and stylistic strategies that reflect the view of the Afro-American community in King's speech. The research aims to find Martin Luther King's belief or ideology that is reflected using stylistic linguistic features, that also portrayed the extensive socio-social and political connection between a race of colors. Barack Obama and Martin Luther King as the world's most famous figures have become the attraction for interest. Many of their speeches are analyzed by researchers.

Therefore the researcher analyzed the speeches of different famous world figures, Kofi Annan. Speeches from a figure of a diplomat and also the seventh Secretary-General of the United Nation that has contributed his life for the better world becomes the reason why the researcher chooses his speeches. His achievements of the Nobel Peace Prize award, William Fullbright Prize, Indira Gandhi Prize, as well as his diplomatic experiences being the Secretary-General of the United Nation are also inspired the researcher to choose Kofi Annan's speeches to be analyzed.

In conclusion, after reviewing several previous related studies before conducting the research, Kofi Annan's speeches are selected by the researcher for doing the analysis. The analysis is conducted to know how persuasion is reflected through the speech of someone who has diplomatic experiences. The work experiences, dedication, and diplomatic records of Kofi Annan are also considered to be the reasons why the researcher is interested in analyzing the terms of rhetorical devices through Kofi Annan's speeches. This study is also expected to give new insights into analyzing the context of Kofi Annan's speeches through various terms of rhetorical devices. The following proposition of Richard A. Lanham's terms of rhetorical devices is chosen to conduct the research. The proposition is selected by the researcher to analyze the rhetoric invention, and the terms by type category of allusion, and citation of authority that are found in Kofi Annan's speeches. The reasons why the researcher is interested in using Lanham's proposition are because the proposition provides many definitions or identifications of rhetorical terms in an alphabetical listing that makes it easier to access, understood, and used by the scholar. The terms of rhetorical devices that are selected to analyze Kofi Annan's speeches are aimed to find how Lanham's classification divisions of rhetoric are reflected through Kofi Annan's speeches.

## 1.2 Problems of the Study

- a. How is the use of emotive terms reflected in Kofi Annan's speeches?

- b. How are the divisions of rhetoric invention found in Kofi Annan's speeches reflected in Kofi Annan's speeches?
- c. How are the terms by type category of Allusion, Citation, and Authority that are found in Kofi Annan's speeches?

### 1.3 Objectives of the Study

- a. To investigate the positive and negative connotation that is expressed through the use of emotive terms.
- b. To find the divisions of the rhetoric invention that are expressed in Kofi Annan's speeches.
- c. To understand and find the terms by type category of Allusion, Citation, and Authority that are expressed in Kofi Annan's speeches.

### 1.4 Significance of the Study

Theoretically, this study is expected to deliver a light understanding of the various applications of rhetorical devices that are found in Koffi Annan's speeches as well as an understanding of how the rhetorical devices are represented through the speeches of Kofi Annan (a diplomatic figures). Practically, this study is hoped to help the readers to acknowledge the terms that are applicable to be used in the practice of communication through a broader linguistic understanding of the art of persuasion. In conclusion, this means that this study is also expected to present the investigation

from related theory, using a discourse analysis approach that contributed to the linguistic knowledge related to the area of rhetorical devices.

## 1.5 Definition of Key Terms

- Rhetorical devices techniques that are used to persuade the audience.
- Emotive Term is the use of positive and negative connotations through the choice of words and phrases.
- Rhetoric Invention is the use of the kinds of evidence in speeches to persuade the audience.
- Terms by Type Category is the category of language figures and rhetorical terms.

## CHAPTER II

## REVIEW OF RELATED LITERATURE

This chapter provides a review of related literature that is used in conducting the research. The references discussed are discourse analysis, speech, rhetorical devices, and Kofi Annan.

## 2.1 Discourse Analysis

Brian Paltridge (2012, p.27) states that discourse analysis is an approach to text analysis through the patterns of language that occurred in the text. The discourse analysis approach can be used to analyze a spoken or written discourse to find the meaning of the discourse that is analyzed. As the conclusion of the previous explanation, the process of investigating linguistic terms that occurred in the discourses could be applied by the researcher to analyze the rhetorical devices that are occurred through the discourse and understand the context of the discourse. The context of speeches that were delivered by Kofi Annan imply the messages that engage the audience, or the listeners to make an action on the world in a way that affects matters of regular concerns.

## 2.2 Speech

According to Griffiths (2006, p.148), speech is known as a term of linguistic interaction such as statement, order, question, prohibition, invitation,

grudging, etc that can be done in speaking and writing. Besides, speech is a sound and language that is spoken by humans to express their thoughts and convey messages directly and implicitly. The messages that are implied in the speech do not only convey a meaning, but they could also persuade the audience through the messages that are spoken. Speech is not only informative, argumentative, and persuasive, but it also could become motivational. It depends on the context of the speech that is delivered by the speaker. The speech could also persuade the audience to make an action towards something, change a behavior, and convince people's opinions. From all of the explanations above, the researcher finds the aims and the importance of understanding what a speech is. To get new information about some issues, people's perspectives towards something and the messages that are implied in the speech, having a deep understanding of the topic that is discussed and reflected through a speech by analyzing the rhetorical devices is required in this study.

### 2.3 Rhetorical device

There have been differences in rhetoric definitions. Harris (2013, p.3) stated that the rhetorical device is the instruments that are used by the writer or speaker to deliver their ideas or thoughts to get the audience's intention and keeps their attention.

According to Crystal, Robson, and Swewarni (2010, p.3), rhetorical devices are related to figurative language that is used in expressing things. The review of



literature about rhetorical devices shows that rhetorical devices have this function to persuade the hearer or the audience through the figurative language used. Walton (2007, p.48) defined rhetoric as a subdivision of psychology that the element of persuasion can be measured by empirical indicators. The subdivision of psychology means that this impact is one of changing convictions or actions of the group of audiences.

Another expert explains the concept of persuasive definition. Stevenson (1944, p.141) in his writing “Ethics and Language”, explained the use of words in argumentation as the concept of persuasive definition. He also explained the emotive and descriptive meanings that are used, “The emotive meaning represents the feelings or attitudes that the use of the words suggests to respondents” while “The descriptive meaning represents the factual or descriptive content of a word”. Bentham (1969, p.337) states that the emotive terms that are used as rhetorical strategies are divided by Jeremy Bentham into the identification of laudatory (Emotively positive), and identification of vituperative (Emotively negative). Due to some explanations of rhetorical device, this study focuses on investigating the rhetorical devices occur in Kofi Annan’s speeches by matching finding the use of Emotive terms, Rhetoric Invention, and Terms by Type Category of Allusion, and Citation of Authority

### 2.3.1 Emotive terms

Walton (2007, p.283-284) stated that emotive terms are the terms of negative and positive connotation used in the choice of words and phrases. To understand how

emotive terms used by the speakers in delivering their thoughts and contexts of their speeches, we need to identify the choice of words and phrases that are used in the types of emotive terms. Emotive terms are divided into two types, there are “Vituperative” and “Laudatory”. “Vituperative” is known as dygolistic. This type of emotive terms occurs in the choice of words or phrases that are mentioned by the speaker to raise general disapproval. Another type of emotive terms is called “Laudatory”, mostly known as Eugolystic, which is mentioned by the speaker through the choice of words or phrases used to raise general approbations. In using the choice of words or phrases, the speaker uses various emotive terms that depend on the context of the speech that is delivered. If the context of the messages expresses general disapprobations, Vituperative emotive terms are used by the speaker through his choice of words and phrases in his speech. If the context of the messages is a general approbation, Laudatory emotive terms are used by the speaker through his choice of words and phrases in his speech

Example of vituperative :

“ In other countries, the so-called “*war on drugs*” has led to massive insecurities” The word phrase **war on drugs** can be considered as a positive expression that describes a *war against the use of drugs that cause dangerous side effects, or that being misused by the people*. But in the quotation of the speech, that word phrase is identified as a negative connotation called vituperative. It is supported by the context of the speech that explains how the

“**War on Drugs**” phrase means something that led to *massive insecurities* for some groups of people that are mentioned in the speaker’s speech. It can be concluded that the word phrase “**War on Drugs**” mentioned in the speech is identified as vituperative related to the context of the speech.

### 2.3.2 Rhetoric Invention (Two kinds of proof)

The Rhetoric Invention that is discussed for this study is related to the use of proofs or shreds of evidence in the argument. It is used by the speaker in his argument to persuade the audience through the process of putting several pieces of evidence. To find how the speakers expressing their thoughts and arguments by putting evidence or proofs in their speech, identifying the types of Rhetoric Invention is required. There are two types of proofs, which are:

### 2.3.2.1 Inartificial Proof

Lanham (1991, p.166) stated that inartificial proof is “Proof that consists of evidence like sworn testimony, documents, scientific analysis, laws, etc.”. It is the kind of evidence that involves a description of the pattern of data. The appealing of inartificial proof can be perceived through the mentioning of laws ( legal rules, legal rights, a system of regulations, binding custom), contracts (Contracts of agreement), Oath (Swears of the truth of the evidence), fact testimony (witnesses of something, expert witnesses), and numbers of a statistic ( Numerical data, measurements data) in the act of persuasion. For example, like:





identifies the language figures and rhetorical terms that are portrayed in the speech through the findings of terms by type category of Allusion, and citation of authority

The allusion is an implied or indirect reference to something. According to Mille (1878. P.129) “Allusion may be defined as the reference to some familiar event in the past, or the appropriation of some familiar words from some well-known author, for purposes of explanation or illustration.”. Citation is known as a quotation, while authority is known as the power or right to give orders (Oxford Dictionary, 2008). The analysis of the representation of allusion, and citation of authority in finding the language figures and rhetorical terms that are related to the reference, quotation, and the power or rights to give orders is also conducted by the researcher for this study. The representations of kinds of allusion, and citation of authority in Kofi Annan’s speeches, are required to find what are the terms by type rhetoric category that are used by the speaker to persuade the audience. To find the terms by type category of allusion, and citation of authority, there are examples of allusions, and citation of authority according to Lanham (1991, p.188). Rhetorical devices example of Allusion and Citation of Authority can be perceived through the appealing of analogy (reasoning through parallel cases), anamnesis (recalling events, person in the past, and ideas), antinomy (Comparison of one law to another), apodixis (Referring to generally accepted principles, or experiences for confirmation), chreia (Short exposition of a deed or saying of a person whose name is mentioned), epicrisis (Quoting a passage, and commenting on it), parable (teaching moral through an







inspire the researcher in analyzing his speeches to have a critical understanding of the rhetorical device' terms that are reflected through the speeches he has delivered.

## CHAPTER III

## RESEARCH METHODS

The steps and procedures in conducting this research are also required. In this chapter, the steps in conducting the research will be explained by presenting research designs, data collection techniques, and data analysis techniques.

### 3.1 Research Design

Using an approach of the theory derived from textual data for the analysis was included for this study ( Wray& Bloomer: 2006). This research used descriptive qualitative methods that were concerned with the analysis of rhetorical devices that occurred in the speeches, followed by the descriptive explanations of how the use of rhetorical devices occurred and happened in the text. The design of the study was a discourse analysis study of the language use that appears through the rhetorical devices in Kofi Annan's speech texts. The classifications to the use of rhetorical devices were searched through the combination of microanalytical approaches to the terms of rhetorical devices in doing the discourse analysis of Kofi Annan's speeches.

### 3.2 Data Collection Techniques

### 3.2.1 Research Data

The Kofi Annan's speech transcription texts were collected from the Kofi Annan Foundation official website and the Nobel Peace Prize official website as the source of data. The speeches were divided into three categories based on the speech's key-post search. The source of data was put into the category based on the key-post where the data was published. The key post that published less than 2 speeches will be put into a category named "random speeches category", with the speech collected from Nobel-prize official website. Here are the categories:

- **C1 / Category 1 (Mediation and Crisis Resolution)**
  1. Campaign for Our World: The Courage for Positive Change (**S1/Speech 1**)
  2. Delivering water, food, and energy security for all (**S2**)
  3. Make or break: How the city of tomorrow will shape our future (**S3**)
  4. The Future of Global Governance (**S4**)
  5. Munich Security Report 2016 Launch (**S5**)
  6. Kofi Annan remarks at the Opening of the Ted Sorensen Centre for International Peace and Justice (**S6**)
- **C2 (Promoting Youth Leadership)**
  1. Leadership and Governance for the Challenges of the 21st Century (**S1**)
  2. Educating for Inclusive and Peaceful Societies (**S2**)
- **C3 (Random Speeches)**







## 2. Collecting the data

The speeches are divided into three categories based on the speech key post category from the Kofi Annan Foundation Official Website, which is Mediation and Crisis Resolution category (C1) and the Promoting Youth Leadership category (C2). The random speeches (C3) key post is a category for various key post category. It was collected from “Transitions to Peace”, “Electoral Integrity”, “Combating Hunger”, “Changing Drug Policy” key post categories, and a lecture speech from the Nobel Prize website. The first key post category named C1 is a group with the theme of mediation and crisis resolution. The second key post category called C2 is a group on the theme of promoting youth leadership. The last key post category, C3, is a group of speeches from various themes and different website sources.

Each speech's transcript from each category was also coded like S1 (Speech 1), S2, S3, etc. To help the researcher analyze the data sequentially and more organized.

The reason why those speeches were collected and then grouped into a random speech category was that the category that was previously mentioned only showed less than 2 speeches. To help the researcher in conducting the research, some of the speeches showed on different website's key post category were collected into a random speeches category with a speech from the Nobel Peace Prize website. The diversities of contexts and issues that were expressed through the speeches inspire the researcher to analyze speeches from one of the world's diplomat figures, Koffi Annan. The data that were finally collected from Kofi Annan's official website and

Nobel-Prize official website was then put into the category based on the key-post where the data was published. The key-post that published less than two speeches were put into a category named “random speeches category” before being analyzed by the researcher.

### 3.3 Data Analysis

The analysis of rhetorical devices was conducted with a discourse analysis approach in analyzing Kofi Annan's speeches through the context of the speech.

## 1. Identifying the Data

It was completed to help the researcher in conducting the study, identifying the data was required to understand what rhetorical devices are used to analyze. The steps that were used to identify the data analysis are dividing the rhetorical devices of “Emotive Terms; Rhetoric Invention; and Terms by Type category of Allusion, Citation of Authority” and applying codes for the divided types of “Emotive Terms; Rhetoric Invention; and Terms by Type category of Allusion, Citation of Authority”. The characteristic of each type of rhetorical devices was also provided by the researcher in doing the analysis.

### Table 3.2 Emotive Terms

Emotive Terms	Codes	Characteristic
Vituperative	Vi	Negative Connotation in the choice of words





**Table 3.4 Terms by Type Category**

<b>Allusion, Citation of Authority</b>	<b>Characteristic</b>	<b>Code</b>
<b>Analogy</b>	reasoning through parallel cases	AnL
<b>Anamnesis</b>	recalling events, person in the past, and ideas	AnM
<b>Antinomy</b>	Comparison of one law to another	AnT
<b>Apodixis</b>	Referring to generally accepted principles, or experiences for confirmation	Apo
<b>Chreia</b>	A short exposition of a deed or saying of a person whose name is mentioned	ChR
<b>Epicrisis</b>	Quoting a passage, and commenting on it	Epi
<b>Parable</b>	teaching moral through an extended metaphor to give a clearer comparison	Par
<b>Fable</b>	A short story that contains moral and hidden meaning	Fbl







speeches. The classification of data helped the researcher to analyze the representation of rhetorical devices in Kofi Annan's speeches and to understand how the speaker's speeches could persuade the audience through the various terms of rhetorical devices that were reflected and found in speeches. All the types of emotive terms, rhetoric invention, and terms by type category of allusion, and citation of authority found and collected from the data were finally counted by the researcher. After that, the total numbers were presented in the form of charts to help the researcher find how the rhetorical devices were reflected through Kofi Annan's speeches. It can be concluded, that the process of data analysis is followed by the step of dividing the rhetorical devices of emotive terms, rhetoric invention, and terms by type category of allusion, citation, and authority to be identified. And then, by applying some codes for the divided types of rhetorical devices. After that, it is followed by the step of giving a characteristic of each divided type to help the process of analysis descriptively. After the codes were made, the occurrences of rhetorical devices are then searched to be highlighted and commented on to distinguish the different types of rhetorical devices. And last, the highlighted and commented words were put into the table according to the matched rhetorical device codes that were made.

### 3. Making a conclusion

After all the research questions have been answered, the researcher then provides the whole results of this research with a brief conclusion.

## FINDINGS AND DISCUSSIONS

## 4.1 Findings

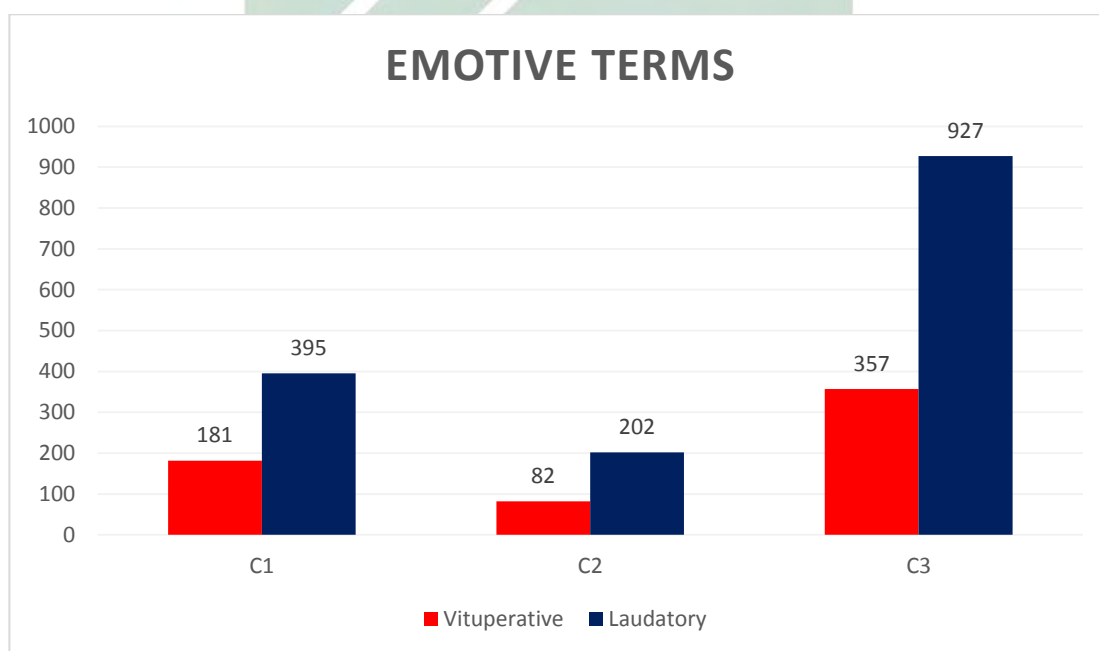
#### 4.1.1 Emotive Terms

[illegible]





Annan's speeches are 1524 of Laudatory (Emotively positive), and 620 of Vituperative (Emotively negative). Given the illustration above, it can be described that the highest number of emotive terms that are used in Kofi Annan's speeches come from the use of Laudatory (Emotively positive) type of emotive terms. In conclusion, Kofi Annan used positive connotation through his choice of words and phrases in his speeches more frequently than using negative connotations.



### Figure 4.2 (C1-C3) Speeches Category Emotive Terms

In this case, figure 4.2 more focuses on showing different numbers of types of emotive terms from each speech category. From the illustration above, the researcher observes that the number on the use of laudatory emotive terms in C1 is more frequently appears than the use of vituperative emotive terms. Similiar with the

comparison of the number of vituperative and laudatory from the application of emotive terms in C2 and C3, it shows the same result of the most frequently used types of emotive terms. All of the three categories of Kofi Annan's speeches have shown the same conclusion that the use of laudatory is more frequently used than the use of vituperative. Thus proven by the results of 395 numbers of laudatory and 181 numbers of vituperative found in C1, 202 numbers of laudatory and 82 numbers of vituperative found in C2, as well as 927 numbers of laudatory and 357 numbers of vituperative found in C3. In conclusion, the type of emotive term that is more frequently expressed through Kofi Annan's speeches is the laudatory emotive term.

#### 4.1.1.1 Vituperative

According to Walton (2007, p.284), vituperative is known as the terms of emotive used as rhetorical strategies that recall general dislike or disapproval of something. There are several representations of vituperative that are found in Kofi Annan's speeches. Examples of data analysis are presented below.

Data C1: S2P3 (Mediation and Crisis Resolution: Speeches Category: Delivering Water, Food and Energy Security for All: Paragraph 3)

“It is a **moral outrage** that 30% of food produced for human consumption is **spoiled** or **squandered** every year. Even if just one-fourth of it could be saved, it would be enough to feed the 870 million hungry people in the world. [...] (Kofi Annan’s Foundation (2017). *Mediation and Crisis Resolution*:



The data above shows the findings of vituperative used in Kofi Annan's speech from the C2 category of speeches, in speech number one, paragraph two. The word phrase "troubled times" identifies the expression of the chaotic condition that was talked about by the speaker before he mentioned the current issues in his speech. Another word phrases and the words "violent conflict", "terrorism", "famine", "political polarization", and "economic inequality" are also categorized by the researcher as the type of vituperative emotive terms. The fact on how the speaker used those words, and word phrases as the detailed illustrations from the issue that was mentioned through the word phrase "troubled times" is considered by the researcher to clarify how the vituperative type of emotive terms expressed.

Data C3: S3P10 (Random Speeches Category: Health and Human Rights-Centered Drug Policies: The Essential Role of International Geneva: Paragraph 10)

“Misguided attempts in some countries to prevent the use of drugs by only punitive measures have not worked; instead they have resulted in mass incarceration. And some countries spent more on prisons than education. In other countries, the so-called “war on drugs” has led to massive insecurity. [...]” (Kofi Annan’s Foundation (2016). *Changing Drug Policy: Health and human rights-centered drug policies: the essential role of International Geneva*. Retrieved from <https://www.kofiannanfoundation.org/changing-drug-policy/gcdp-geneva/> )

In the example above the researcher finds the word phrase “war on drugs” is considered as a negative connotation. It is supported by the fact of how the phrase seems to identify a cause that has led people to massive insecurity. Related to the topic that was discussed by the speaker, the use of the word phrase “war on drug” is more likely lead to a misunderstanding of the approach to the use of a drug that is still actually needed in various cases if it is followed by the right government policies. Therefore the word phrase “war on drug” is considered a vituperative emotive term because it has led to massive insecurity.

#### 4.1.1.2 Laudatory

According to Walton (2007, p. 284) laudatory is known as the emotive terms that link with the emotively positive expression used as rhetorical strategies. It is used to describe or express the general approbation or emotively positive expressions that seem to identify a cause that everyone would like to participate in or be included. There are several examples related to the use of laudatory emotive terms in Kofi Annan's speeches that the researcher found. Here is an analysis of the findings of laudatory emotive terms.

C1: S3P1 ( Mediation and Crisis Resolution Speeches Category: Make or Break:  
How The City of Tomorrow Will Shape Our Future: Paragraph 1)

“ They need to be made **sustainable** with regards to energy consumption and C02 emissions. [...] “ (Kofi Annan’s Foundation (2017).









Figure 4.4 focuses on the numbers of rhetoric invention artificial proof that are found in the C1-C3 data of Kofi Annan's speeches. The illustration above shows 118 numbers of artificial proof logos, 90 numbers of artificial proof pathos, and 68 numbers of artificial proof ethos that are found from the data analysis. From the result, it can be concluded that logos artificial proof is more frequently used by Kofi Annan through his speeches. Further explanations of examples about the use of the rhetoric invention are shown in the subchapter below.

#### 4.1.2.1 Inartificial Proof

According to the data analysis, there are forty-two numbers of inartificial proof that are found in Kofi Annan's speeches. Those are divided into four forms of inartificial proof according to Lanham (1991, p.2), there are laws, contracts, fact testimony, and numbers of statistics. All of the examples of the forms of inartificial proof are presented below with the following explanations.

(Law) C1: S1P8 “ Mediation, and Crisis Resolution Speeches: Campaign for Our World: The Courage for Positive Change: Paragraph 8”

“Third, businesses need to ensure the decisions they make will deliver sustainable and ethical development. I urge businesses of all sizes to embed sustainable development in their marketing strategies, production processes, and value chains. I am convinced that we are entering an era in which companies that are doing





<https://www.kofiannanfoundation.org/mediation-and-crisis-resolution/afsluitdijk/> )

The finding data of inartificial proof in the form of fact testimony above shows the fact testimony that was mentioned by Annan's through his impression about a dam as a masterpiece of the Dutch Engineer. The fact testimony supported by the following evidence on how the dam is known as a symbol for the country that is considered as a masterpiece, and the following statement of a Dutch Engineer as the expert of the dam itself. The evidence of the dutch engineer as an expert appears through the sentence that stated how he comprehended that one would need to work with nature instead of against it by essentially keeping down the sea. The following that reflects how the dam is known as the symbol of the country and a masterpiece is reflected through the explanation mentioned by the speaker about how the creation of the dam ensures the security of land and individuals while taking into consideration the ascent and fall of the tides, which is pivotal for the biological system to work regularly.

(Numbers of Statistic) C1: S2P2 “ Mediation, and Crisis Resolution Speeches  
Category: Delivering Water, Food and Energy Security for All: Paragraph 2”

“[...] Stresses on these precious resources are sharply increasing due to global population growth, rapid urbanization, and changing diets driven by economic growth. **It is estimated that by 2030 the global population will need at least 40% more water, 35% more food, and 50% more energy.**

But our planetary boundaries are already reaching their limits. [...]” (Kofi Annan’s Foundation (2017). Mediation and Crisis Resolution: Delivering Water, Food, and Energy Security for All. Retrieved from <https://www.kofiannanfoundation.org/mediation-and-crisis-resolution/afsluitdijk/> )

The finding of the data above shows inartificial proof in the numbers of statistics form. The percentage numbers of things that are needed by the world's population mentioned by the speaker reflected the inartificial proof numbers of statistics. In conclusion, the form of inartificial proof numbers of the statistic is expressed in the form of a percentage.

#### 4.1.2.2 Artificial Proof

According to Lanham (1999, p.23), Artificial Proof sums up what we would call the interpretation of the speaker to puts on the evidence. It is related to the three main sorts of artificial proof which known as ethos, pathos, and logos. Lanham (199, p.166) defines the characteristic of ethos artificial proof based on the function as follows to building up the persuader's acceptable character and henceforth believability. Followed by the characteristic of pathos which is setting the crowd in a proper state of mind, by playing on its emotions. As well as demonstrating, or appearing to demonstrate, the case. As the plainest term characteristic for this balanced contention or, to utilize a word that conveys numerous implications, logos



(logic). All of the examples and explanations of the artificial proof types are presented below.

(Ethos) C2: S1P3 “Promoting Youth Leadership Speeches Category: Leadership and Governance for The Challenges of The 21<sup>st</sup> Century: Paragraph3”

“Today, we have the largest global youth population in history and the large majority of young people around the world are committed to peace, sustainable development, and human rights. **Throughout my career, I met with numerous youth groups, students’ associations, and young leaders, and I have always been struck by their talent, knowledge, and ambition to create a better world.** With new forms of technology and interaction, your generation is also more open, cosmopolitan, and connected than any previous generation. For these reasons, I am confident that you will be able to do what my generation has not been able to accomplish”

(Kofi Annan's Foundation (2017). Promoting Youth Leadership: Leadership and Governance for the Challenges of the 21st Century. Retrieved from <https://www.kofiannanfoundation.org/annan-work/junior-chamber-international/> )

Based on the data above, Annan explained how the role of global youth can provide many positive influences related to the missions of development goals and world peace. Furthermore, the data above also shows the form of Ethos Artificial

Proof through information about the contribution of the speaker throughout his career that meet many young people who inspire and show their potential as the agents of change. The data is identified as an ethos form of Artificial Proof because the speaker expresses his credibility through the story of his experience to convince the audience of the potential of the youth. Another example of Artificial Proof is presented below.

(Pathos) C2: S1P5 “Promoting Youth Leadership Speeches Category: Leadership and Governance for The Challenges of The 21<sup>st</sup> Century: Paragraph 5”

**“Conflict robs people of their lives and tears apart their entire societies. Young people are particularly vulnerable and are disproportionately affected by violence and conflict. They are caught up in and victimized by violence as child soldiers, gang members, or as refugees or migrants. Yet young people are also among the most determined peacemakers.”**

(Kofi Annan's Foundation (2017). Promoting Youth Leadership: Leadership and Governance for the Challenges of the 21st Century. Retrieved from <https://www.kofiannanfoundation.org/annan-work/junior-chamber-international/> )

Based on the data above, Annan explained the impact of the conflict that occurred around the community. The data is categorized as the form of artificial proof type of pathos expressed by the speaker through a story that has the potential to attract the sympathy and empathy of the audience. This is illustrated through the story

of the impact of an issue and conflict that do more harm to society and the environment. Apart from this, another last type of artificial proof data is explained below.

(Logos) C2: S1P6 “Promoting Youth Leadership Speeches Category: Leadership and Governance for The Challenges of The 21<sup>st</sup> Century: Paragraph 6”

“Second, I encourage you to stand up for a more equal and just society that provides opportunity and prosperity for all of us. While globalization has created unprecedented wealth, inequalities have also grown tremendously. **Today, just 8 men own the same wealth as the poorest half of the global population.** In the developed and developing world, polarization and fragmentation in society are rising while trust in institutions is eroding.”

(Kofi Annan's Foundation (2017). Promoting Youth Leadership: Leadership and Governance for the Challenges of the 21st Century. Retrieved from <https://www.kofiannanfoundation.org/annan-work/junior-chamber-international/> )

The data above shows the form of artificial proof type logos. This type of artificial proof is found through information about the conditions of inequality in the community mentioned by the speaker. The explanation of the condition of inequality is explained logically through facts that show a comparison number of inequalities that exist in the world.

### 4.1.3 Terms by Type Category of Allusion, Citation, and Authority

Lanham (1999, p.188) defines terms by type category of allusion, citation, and authority as the rhetoric category in which there are forms of analogy (interpreting through an equal case), anamnesis (recalling events, individuals in the past, and ideas), antinomy (Comparison of one law to another), apodixis (Referring to generally accepted principles, or experiences for confirmation), chreia (Short narrative about a particular character whose name is mentioned), epicrisis (Quoting a saying or sentence of someone and giving a comment on it), parable (A narrative that teaches a moral story), fable (a short story of animals as a character that contains moral values), martyria (confirmation of something through someone's experience), and simile (A comparison of two different things). This form of rhetoric terms by type category of allusion, citation, and authorization is also found by the researcher in Kofi Annan's speeches. The findings of the rhetoric terms by type category of allusion, citation, and authority are shown in the illustration of the pie chart below.



(Analogy) C1: S1P3 “Mediation and Crisis Resolution Speech Category: Campaign for Our World: The Courage for Positive Change: Paragraph 3”

“In Asia and across the world, millions still suffer from poverty and hunger and are threatened by violent conflict and diseases. In many places, inequality is growing and widening the gap between the richest and the poorest. It is a moral outrage that, according to a recent Oxfam report, just 8 men have the same wealth as half the world’s population. Environmental degradation and natural resource depletion continue unabated. And man-made climate change is driving the world to the **brink of catastrophe.**”

(Kofi Annan's Foundation (2017). Mediation and Crisis Resolution: How the City of Tomorrow Will Shape Our Future. Retrieved from <https://www.kofiannanfoundation.org/mediation-and-crisis-resolution/city-future/> )

The data above shows the form of analogy expressed by Annan in his speech.

This form of analogy appears in the phrase brink of catastrophe. The phrase is identified by researchers as an analogy form of a situation conveyed in the speech.

The brink of catastrophe phrase is a form of analogy illustrated to connect the depiction of a bad situation that was happening at the time.

(Anamnesis) C3: S3P3 “Random Speeches Category: Health and Human Rights-Centered Drug Policies: The Essential Role of International Geneva: Paragraph 3”







**Development Goals and the Paris Agreement on Climate Change,**  
**governments have adopted a compelling vision with ambitious goals.**

Leadership and long term vision from every sector are needed if we are to successfully achieve our ambitions, and business must be at the heart of this endeavor.”

(Kofi Annan's Foundation (2017). *Mediation and Crisis Resolution: Delivering water, Food, and Energy Security for All*. Retrieved from <https://www.kofiannanfoundation.org/mediation-and-crisis-resolution/afsluitdijk/> )

The data above shows a form of apodixis which is known as a principle or experience that is used as a form of confirmation of something. The apodixis form was identified by researchers through the arguments put forward by the speaker when he informed about the government's experience through the use of the Sustainable Development Goals function and the Paris Agreement on Climate Change. The argument shows confirmation of how the long-term vision of each sector can be realized to achieve an ambitious goal. Thus, Annan expressed an apodixis form to confirm how to realize the ambitious goal that was talked about.

(Chreia) C3: S2P3 “Random Speeches Category: Delivering Global Food and Nutrition Security in a Sustainable Way: Paragraph 3”



encompass the manner in which the heads of the UN, the Bank, and the IMF are selected.”

(Kofi Annan's Foundation (2016). Mediation and Crisis Resolution: The Future of Global Governance. Retrieved from

<https://www.kofiannanfoundation.org/speeches/the-future-of-global-governance/> )

From the data above the researcher identified the epicrisis form expressed by Annan through his speech. This form of epicrisis is illustrated through a commentary added by the speaker in his speech after quoting Prince Lampedusa's quote. In his speech, Annan mentioned a quote from Prince Lampedusa about how everything must change so that everything stays the same. As a result, the form of comments added by the speaker about the way the head of UN, Bank, and IMF elections must be included in the reformation constitutes the intended epicrisis category.

(Parable) C3: S7P25 “Random Speeches Category: Kofi Annan Nobel Lecture  
Speech: Paragraph 25”

**“In every great faith and tradition, one can find the values of tolerance and mutual understanding. The Qur’an, for example, tells us that “We created you from a single pair of male and female and made you into nations and tribes, that you may know each other.” [.....] We can love what we are, without hating what – and who – we are not. We can thrive in our tradition, even as we learn from others, and come to respect their teachings.” (Nobel Prize (2001). *Kofi Annan Nobel Lecture*. Retrieved from <https://www.nobelprize.org/prizes/peace/2001/annan/lecture/>**

From the data above, the researcher identified the parable form contained in Kofi Annan's speech. The parable is known as a parable through short stories that teach moral values in it. This is expressed by the speaker when he mentions pieces of several stories taken from various holy books that show moral values in them. The pieces of the story contain moral values that teach about tolerance and willingness to learn towards fellow despite the differences in teachings and beliefs. It can be concluded that the parable expressed by the speaker plays an important role in teaching a value through the topics discussed in his speech.

(Fable) C3: S4P4 “Random Speeches Category: Credible and Peaceful Elections: A Prerequisite for Africa’s Progress: Paragraph 4”

“But democracies always tend to look worse than they are because media and civil society magnify their problems, whereas dictatorships suppress information about their problems. In the long run, however, criticism and public debate should lead to reform, which makes democracies resilient, while dictatorships are fundamentally brittle. This reminds me of Aesop’s fable of the oak and the reed. **The oak looks strong, but cannot bend, and so it gets knocked over by a storm, whereas the reed looks weak. But because it can bend with the wind, it survives the storm.**”



Kofi Annan's Foundation (2017). Promoting Youth Leadership: Leadership and Governance for the Challenges of the 21st Century. Retrieved from <https://www.kofiannanfoundation.org/annan-work/junior-chamber-international/> )

From the data above, the researcher identified the form of martyrria that was discussed by Annan's through his speech. The form of martyrria is illustrated as a form of confirmation of something by referring to one's experience. Thus, it can be identified that the speaker tells his experience meeting with many people who inspire to confirm the potential that can be applied by young people of that generation.

(Simile) C1: S3P10 “Mediation and Crisis Resolution Speeches Category: Make or Break: How The City of Tomorrow Will Shape Our Future: Paragraph 10”

“At best, urbanization will be the engine of economic development and at worst result in densely populated poverty traps fermenting political and social unrest. In Africa, **urbanization will proceed six times as fast in the next few decades** as in the past century. Like Europe in the 19th century, many African countries are still largely rural with only 20% of the population living in cities.”

(Kofi Annan's Foundation (2017). *Mediation and Crisis Resolution: How the City of Tomorrow Will Shape Our Future*. Retrieved from



<https://www.kofiannanfoundation.org/mediation-and-crisis-resolution/city-future/> )

The data above shows the simile form known as direct comparison by showing the similarities between two different things. This was discussed by Annan in his speech when he mentioned the similarities of urbanization conditions in Africa at that time with European conditions in the 19th century. The comparison has a function in showing information about the possibility of urbanization development that will occur like events that have occurred some time ago.

## 4.2 Discussion

This sub-chapter focuses on the whole discussion about the application of rhetorical devices from the findings presented in the previous sub-chapter. The discussion serves what the researcher found from the whole analysis with the referred answer to the research questions, and the comparison result related to the same topic from the previous related studies.

According to the findings above, the researcher found answers related to the three research questions. The use of various rhetorical devices is found in the arguments expressed by Kofi Annan through speeches that have been grouped in various categories. The results showed that Kofi Annan used two types of emotional appeals from the use of positive and negative connotations in his speech, namely 620 Vituperative (negative) and 1524 Laudatory (positive) in the C1-C3 speech category.

Of the three speech category groups, the use of Laudatory emotive terms is most commonly found in speech categories of C3. Here, the researcher concludes that the use of emotive terms of the positive emotion type is most expressed by the speaker in presenting the topic in his speeches. The results answer the first question related to how the use of emotive terms is presented in Kofi Annan's speeches. The question is concluded with the answer that the use of positive connotation forms is more expressed by the speaker through the choice of words and phrases in his speeches.

Furthermore, the use of rhetorical devices with various types of evidence is also expressed by the speaker through his speeches. The use of evidence called rhetoric invention shows the results of using 3 laws, 4 contracts, 20 fact testimonials, and 15 numbers of statistics in the type of inartificial proof. Unlike the type of inartificial proof, the artificial proof is found in Kofi Annan's speeches through the expression of 68 ethos that relates with an appeal to convince by showing the credibility, 90 pathos that relates with a way to convince the audience through an emotional response of a story, and 118 logos that relate with a way to persuade the audience through logical reasoning of something. The discovery answers the question of how rhetoric inventions were discovered in Kofi Annan's speeches. Researchers found that the division is divided into two types of rhetoric inventions where this type can be seen through the mention of laws, contracts, fact testimony, and numbers of statistics on the types of rhetoric invention artificial proof. Meanwhile, the rhetoric

invention in artificial proof type is analyzed through the application of ethos, pathos, and logos which are expressed by the speaker in delivering his speeches.

The third question regarding what terms by type category of allusion, citation, and authority that reflects a referencing of some event in the past, found in Kofi Annan's speeches was answered with the discovery of analogy, anamnesis, antinomy, apodixis, chreia, epicrisis, parable, fable, and martyria in delivering speeches his speech. The results showed that Kofi Annan used 14 analogy, 43 anamneses, 2 antinomies, 33 apodixis, 39 chreia, 19 epicrisis, 6 parable, 1 fable, 13 martyria, and 3 similes in delivering his speech. . Thus the researcher concludes that the type of anamnesis is the terms by type category of allusion, and citation, and authority that most appear in Kofi Annan's speeches. Instead, the parable and antinomy types are terms by type categories that are rarely used by Kofi Annan in his speech. Thus the terms by type category of allusion, citation, and authority indicate many rhetoric variations in language style used by the speaker in delivering the topic and message of his speeches to the audience.

Furthermore, the previous related studies that also talk about rhetorical devices are also reviewed by the researcher. Tapinga, Juniarda, and Utomo (2017) focus on analyzing the repetition of terminal syllables, repetition of words, an association of opposite and contrastive ideas, gerund phrases, as well the decoration of conjunctions and wisdom quotes in conducting their study about rhetorical devices. The rhetorical devices in speeches were also by Fengjie (2016) through the use of

phonological rhetorics, lexical rhetorics, and synthetical rhetorics in Obama's public speeches. The investigation of rhetorical devices from the use of figurativeness and rhetorical devices of tropes were also conducted by Stoilova & Stankovic in their study (2016). The previous related studies that have the same interesting topic to discuss shows how persuasion techniques are becoming an interesting debate in the academic and linguistic fields.

Thus, the researcher is interested in analyzing rhetorical devices in Kofi Annan's speeches by using different propositions. In conducting the research, the researcher focuses on finding the persuasion techniques that are presented in Kofi Annan's speeches through the involvement of emotive terms, rhetoric invention, and rhetorical terms by type category of allusion, citation, and authority. The following different analyses were chosen to find how the use of emotional appeals, proofs, and figurativeness is reflected in Kofi Annan's speeches. The researcher also uses different speeches to analyze. Kofi Annan's speeches were selected to be analyzed to learn how the persuasion techniques are reflected through the speech from a diplomatic figure named Kofi Annan.

Kofi Annan as a diplomatic from Ghana is also known as a Secretary-General of the United Nations who won the Nobel Prize for their efforts in favor of a better organized and more peaceful world. During his period as a diplomat, not only did he contribute to the sustainable development plan and the peace mission, he also delivered many of his speeches to the public. The overall speech topic was related to

mediation and crisis resolution, the promotion of youth leadership, as well as many other speeches related to health, human rights, and peace. Furthermore, it can be concluded that the various rhetorical devices expressed by the speaker in his speech not only have an important role in discussing topics and issues but also have a role to invite and move the audience in contributing their actions. Thus the choice of words, the implementation of various forms of evidence, as well as the application of various styles of language take part in an important aspect in helping the speaker to explain the issue, as well as deliver the message.

Thus, the study leads the researcher not only to analyze the form of persuasion in speeches but also to understand a lesson about the values of persuasion. The rhetorical devices that are found and reflected in the speeches are analyzed to demonstrate the valuable act of persuasion in inviting the audience to make an action. The rhetorical terms are expressed in discussing world-issues and inviting the audience to make a positive impact by the speaker through his speeches. Islam teaches about the act of doing goods in life. The lesson of doing good in life has been taught to us through Q.S Hud: 115:

وَأَصْبِرْ فَإِنَّ اللَّهَ لَا يُضِيعُ أَجْرَ الْمُحْسِنِينَ ﴿١١٥﴾

washbir fa innalloha laa yudhi'u ajrol-muhsiniin

“And be patient! Certainly Allah does not discount the reward of the good-doers.” (QS 11: 115)

Based on the verses above, the researcher concludes that God has taught humans to seed the value of goodness by tawakul and applying peace in life. Furthermore, by doing our good as humans, we will get benefit through our good deeds, and will not be harmed by our actions. This is illustrated through the persuasion action taken by Annan through his speech in informing the current issues in the world today and in inviting the audience to overcome the issues. Kofi Annan's way of applying rhetorical devices in his speech supports the actions taken to raise awareness of global issues and at the same time encourage the audience in making positive impacts for the world.

## CONCLUSION & SUGGESTION

## 5.1. Conclusion

[illegible]



expression of figurative languages like analogy, anamnesis, antinomy, apodixis, chreia, epicrisis, parable, fable, martyria, and simile.

Moreover, the researcher not only found what forms of rhetorical devices were expressed by Annan in his speeches, but also the number of comparisons between the different uses of rhetorical devices. The use of positive connotation forms through the choice of words and phrases is more often expressed by Annan in his speeches. Furthermore, in involving various kinds of evidence, Annan more often uses factual testimonial data and pathos expressions. Lastly, the use of anamnesis language figures shows the terms by type category of allusion, citation, and authority that are most often participated in delivering speeches.

## 5.2 Suggestion

This research reveals the use of emotive forms, the involvement of various kinds of evidence, as well as various variations of language figures in the application of persuasion techniques through Kofi Annan's speeches. From the results of this study, the researcher found that the use of rhetoric in speech showed a great deal of variation in involving emotions, evidence, and the way it was conveyed through the implementation of words and sentences in delivering the topic of the speech.

Therefore, it is recommended for the next researchers to do a deeper investigation into the use of these rhetorical devices by linking the involvement of other aspects such as social, political, environmental, and education that is also related to the topics discussed in the speech. It is also recommended for subsequent studies to make comparisons about the persuasive techniques used by other diplomatic figures to





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